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Attorney's Docket No.: 13975-004001

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Cancelled).
2. (Currently Amended) The method of claim [[1]] 5, wherein said online product comprise an online product related to the funeral industry.
3. (Cancelled)
4. (Currently Amended) The method of claim [[1]] 5, wherein said certificate is purchased online by said user.
5. (Currently Amended) A method comprising the steps of:  
receiving payment for a certificate comprising an authorization code;  
providing said certificate to a user, wherein said authorization code is associated with at  
least one characteristic that is recorded for tracking purposes;  
providing a web site associated with said certificate over a system of networked  
computers;  
receiving entry of said authorization code on said web site, wherein said authorization

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code had been entered on said web site by said user; and

providing an online product to said user, The method of claim 1 wherein said certificate is sold to a purchaser and said purchaser sells said certificate to said user, and wherein at a time of the sale of said certificate to said user, information associated with said user is not provided to an entity that provided said certificate to said user.

6. (Currently Amended) The method of claim [[1]] 5, wherein said certificate is not redeemable for cash.

7. (Currently Amended) The method of claim [[1]] 5, wherein said certificate comprises a physical certificate.

8. (Currently Amended) The method of claim [[1]] 5, wherein said certificate comprises a free certificate.

9. (Currently Amended) The method of claim [[1]] 5, wherein said certificate comprises a free option certificate.

10. (Currently Amended) The method of claim [[1]] 5, wherein said certificate comprises a non-free certificate allowing said user to obtain said online product at a reduced fee.

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11. (Currently Amended) The method of claim [[1]] 5, wherein said certificate allows said user to rent software via an application service provider for a specified time period.

12. (Currently Amended) The method of claim [[1]] 5, wherein said online product is an online service.

13. (Currently Amended) The method of claim [[1]] 5, wherein said online product is customized to said user.

14. (Currently Amended) The method of claim [[1]] 5, wherein a plurality of purchasers provide certificates to users and said online product is customized to reflect information relating to said purchasers.

15. (Currently Amended) The method of claim [[1]] 5, wherein said authorization code is unique.

16. (Previously presented) The method of claim 5, further comprising:  
providing a commission to said purchaser;  
purchasing a second online product by said user; and  
providing a second commission to said purchaser.

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17. (Currently Amended) A method comprising the steps of:

receiving payment for a plurality of certificates;

providing said plurality of certificates to a purchaser, each of said plurality of certificates comprising a unique authorization code, and further wherein said plurality of certificates are each redeemable for an online product at no fee;

providing at least one of said plurality of certificates from said purchaser to a user,  
wherein at a time of the providing at least one of said plurality of certificates from said purchaser to said user, information associated with said user is not provided to an entity that provided said plurality of certificates to said purchaser;

providing a web site associated with said certificate over a system of networked computers;

receiving entry of said authorization code on said web site by said user; and

providing said online product to said user at no fee in response to said step of entering said authorization code.

18. (Original) The method of claim 17, wherein said plurality of certificates comprise physical certificates.

19. (Original) The method of claim 17, wherein said online product comprises an online product related to the funeral industry.

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20. (Original) The method of claim 17, further comprising giving said at least one of said plurality of certificates from said user to a second user.

21. (Original) The method of claim 17, further comprising:  
providing a commission to said purchaser;  
purchasing a second online product by said user; and  
providing a second commission to said purchaser.

22. (Original) The method of claim 21, wherein said second online product is the same as the first online product.

23. (Original) The method of claim 17, wherein said online product is an online service.

24. (Original) The method of claim 17, wherein said authorization code is associated with characteristics of said purchaser.

25. (Original) The method of claim 17, wherein said online product is customized to include information relating to said purchaser.

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26. (Original) The method of claim 17, wherein said online product is customized to include information relating to said user.

27. (Currently Amended) A method comprising the steps of:  
receiving payment for a plurality of certificates;  
providing said plurality of certificates to a purchaser, each of said certificates comprising an authorization code, wherein said authorization code of each of said plurality of certificates is different, and further wherein said plurality of certificates are redeemable for an online product at a reduced fee;

providing one of said plurality of certificates to a user from said purchaser, wherein at a time of the providing one of said plurality of certificates to said user from said purchaser, information associated with said user is not provided to an entity that provided said plurality of certificates to said purchaser;

providing a web site associated with said certificate over a system of networked computers;

receiving entry of said authorization code on said web site by said user;

receiving said reduced fee for said online product from said user; and

sending said online product to said user in response to said step of receiving said reduced fee.

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28. (Original) The method of claim 27, wherein said authorization code is associated with characteristics that are recorded for tracking purposes.

29. (Cancelled)

30. (Original) The method of claim 27, wherein said online product is customized to include information relating to said purchaser.

31. (Original) The method of claim 27, wherein said online product is customized to include information relating to said user.